ABSTRACT OF THE DISCLOSURE

In a liquid crystal display apparatus, a set of write-in voltages are generated corresponding to a horizontal line signal of an input video frame so that they appear at end points of the column lines of a LCD panel. The row lines of the LCD panel are successively selected and the write-in voltages are supplied from the end points of the column lines to the liquid crystal cells of the selected row line for a variable write-in period. In order to compensate for shades-of-gray differences between the top and bottom of the LCD panel, the write-in period is increasingly varied as a function of the geometric distance from the selected row line to the end points of the column lines. The write-in period may be increasingly variable from a nominal value, or from a less-than-nominal value to the nominal value, or a combination of both.